

Reply to Office Action

Appl. No.: 09/751,121 Art Unit: 3624

### AMENDMENT TO THE CLAIMS

32. (Amended) A computerized freight management method for arranging for shipment of a load from a shipper by a carrier, based on shipping data and carrier data supplied by the shipper and the carrier, respectively, or for arranging for the buying or selling of a product, wherein the product comprises either a good or service, based on buyer data and seller data supplied by the buyer and the seller, respectively, the method comprising:

inputting into the central processing system a request for bids from and by the shipper for shipping the load or from and by a buyer for purchasing a product;

electronically transmitting an invitation to bid for shipping the load or purchasing a product from and by the central processing system to a plurality of carriers;

electronically receiving bids at the central processing system from and by at least some of the carriers for shipping the load or from and by the sellers for selling a product;

electronically transmitting to the shipper a bid report with bids received from at least some of the carriers or some of the sellers receiving the invitation to bid from and generated by the central processing system; and

electronically receiving at the central processing system from and by the shipper or from and by the buyer a bid selection of at least one of the bids.

33. (Amended) The method of claim 32, further comprising the step of responding to the bid selection by the shipper by the central processing system electronically transmitting a name and a phone number of the corresponding one of the carriers to the shipper.

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34. (Amended) The method of claim 32, wherein the invitation to bid is first transmitted from the central processing system to a third party, who then communicates the invitation to bid to a plurality of carriers in locations remote from the central processing system; and

wherein the bids for at least some of the carriers are electronically received at the central processing system as inputted from and by the third party.

35. (Amended) The method of claim 32, wherein the step of electronically transmitting an invitation to bid further includes electronically transmitting invitations for bids for a plurality of loads from and by the central processing system to an individual carrier.

36. (Amended) The method of claim 32, wherein the step of electronically transmitting to the shipper a plurality of bids further includes electronically transmitting to the shipper bids for a plurality of loads from a plurality of carriers from and by the central processing system.

37. (Amended) A computerized method of buying or selling a product wherein the product comprises either a good or a service, the method comprising:

making a plurality of invitations to bid from a plurality of buyers available to a plurality of sellers on the computer system for electronic access by the sellers;

making a plurality of bids from a plurality of sellers available to buyers on said computer system for electronic access by the buyers;

in response to receiving a plurality of bids from a plurality of sellers for a product requested by a buyer, making an analysis of the bids and generating a

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first report that ranks the bids according to at least one predetermined criterion stored in the computer system;

transmitting the first report to the buyer without the buyer having to initiate communication with the computer system; and

wherein the buyer can select one of the bids and communicate an acceptance to the computer system, which will then notify the other party of the communication to complete the sale.

63. (Amended) A computerized freight management system for arranging for shipment of a load from a shipper by a carrier, based on shipping data and carrier data supplied by the shipper and the carrier, respectively, or for arranging for the buying or selling of a product, wherein the product comprises either a good or service, based on buyer data and seller data supplied by the buyer and the seller, respectively, the system comprising:

a central processing system;

means for making a plurality of invitations to bid from a plurality of shippers available to a plurality of carriers as a carriers bulletin board on the computer system for electronic access from the central processing system by the carriers or from a plurality of buyers available to a plurality of sellers as a sellers bulletin board on the computer system for electronic access from the central processing system by the sellers;

means for making a plurality of bids from a plurality of carriers available to shippers on said computer system as a shippers bulletin board for electronic access from the central processing system by the shippers or from a plurality of sellers available to buyers on said computer system as a buyers bulletin board for electronic access from the central processing system by the buyers;

said shipper's bulletin board and said carrier's bulletin board are integrated together into a master bulletin board on the central processing system